

## Message Text

UNCLASSIFIED

PAGE 01 KHARTO 00655 01 OF 02 150855Z

ACTION AF-10

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 LAB-04 NSAE-00

PA-02 SIL-01 /036 W

-----021231 150902Z /10

R 150713Z FEB 78

FM AMEMBASSY KHARTOUM

TO SECSTATE 6552

INFO USDOC WASHDC

USIA WASHDC

UNCLAS SECTION 1 OF 2 KHARTOUM 0655

E.O. 11652: N/A

TAGS: BEXP, SU

SUBJ: US PARTICIPATION IN SECOND KHARTOUM INTERNATIONAL

EXHIBITION: JANUARY 19-FEBRUARY 3, 1979

REF: (A) 77 KHARTOUM 1511; (B) 77 STATE 295550; (C) KHARTOUM 234

SUMMARY: FOR COMMERCIAL AND POLITICAL REASONS EMBASSY RECOMMENDS  
USG PARTICIPATION IN SECOND KHARTOUM INTERNATIONAL EXHIBITION  
IN 1979. US PARTICIPATION AT FIRST HIGHLY SUCCESSFUL EXHIBITION  
THIS YEAR WAS DISAPPOINTING. EXHIBIT MANAGER HAS RESERVED  
SPACE FOR US IN 1979, BUT DECISION ON US PARTICIPATION REQUIRED  
BY MARCH 31 TO HOLD SPACE. END SUMMARY.

1. SECOND KHARTOUM INTERNATIONAL EXHIBITION WILL BE HELD FROM  
JANUARY 19-FEBRUARY 3, 1979. IN EARLY 1977, EMBASSY  
RECOMMENDED USG PARTICIPATION IN THIS EVENT IN ITS COMMERCIAL  
ACTION PROGRAM (REF A). GREAT SUCCESS OF FIRST KHARTOUM  
INTERNATIONAL EXHIBITION WHICH WAS HELD LAST MONTH REINFORCES  
EMBASSY VIEW THAT USG SHOULD SPONSOR PARTICIPATION IN 1979.  
PRIMARY PURPOSE WOULD BE COMMERCIAL PROMOTION.  
PARTICIPATION WILL ALSO HAVE IMPORTANT SECONDARY PURPOSE  
IN ENCOURAGING GREATER AMERICAN PRIVATE SECTOR INVOLVEMENT  
IN SUDAN WHICH IS ONE OF BASIC US GOALS AND OBJECTIVES  
IN SUDAN (SEE REF B). AS INDICATED BY EMBASSY'S PREVIOUS  
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PAGE 02 KHARTO 00655 01 OF 02 150855Z

REPORTING, SUDAN PROBABLY WILL BECOME MOST IMPORTANT  
AGRI-BUSINESS TRADE OPPORTUNITY OF NEXT DECADE.

2. EMBASSY RECOGNIZES THAT USG PARTICIPATION WOULD REQUIRE  
SCALE OF EFFORT SIMILAR TO THAT REQUIRED FOR CLASS 1  
EXHIBITION. LOCAL RECRUITMENT IS NOT PRACTICAL AND  
PROFESSIONAL EXHIBIT MANAGER WOULD BE REQUIRED. HOWEVER,  
RECRUITMENT PROBABLY COULD BE ASSISTED BY SUDANESE-US

BUSINESS COUNCIL WHICH IS BEING INAUGURATED IN 1978.

3. ALTHOUGH MANY US COMPANIES EXPRESSED DESIRE TO PARTICIPATE IN 1978 EXHIBITION, ONLY HALF SOZEN AMERICAN COMPANIES PARTICIPATED. PRINCIPAL REASON FOR MODEST US PARTICIPATION IN THIS OVERSUBSCRIBED EXHIBITION WAS FAILURE OF US AGENT OF SUDAN EXHIBITION AND FAIRS CORPORATION. BECAUSE OF THIS PROBLEM, MANY US FIRMS WERE UNABLE TO PARTICIPATE. THOSE THAT DID WERE CHIEFLY IN THE AGRI-BUSINESS SECTOR. THESE FIRMS INDICATED THEIR INTENTION TO PARTICIPATE AGAIN NEXT YEAR, PERHAPS EVEN WITH LARGER EXHIBITS. OFFICIAL USG PARTICIPATION IS NOT ESSENTIAL FOR THSES FIRMS, BUT WILL BE ESSENTIAL TO ATTRACT SMALLER NEW-TO-MARKET AMERICAN PARTICIPANTS. USG PARTICIPATION IN 1978 EXHBITION WAS LIMITED TO USIA CENTERPIECE (SEE REF C) WHICH WAS WELL RECEIVED. OVER 700 FIRMS FROM 28 COUNTRIES PARTICIPATED IN THIS YEAR'S EXHIBITION.

4. ECON CHIEF DISCUSSED POSSIBLE USG PARTICIPATION IN 1979 EXHIBITION WITH CHAIRMAN OF SUDAN EXHIBITION AND FAIRS CORPORATION ON FEBRUARY 6. SUDANESE WERE DISAPPOINTED THAT US COMMERCIAL PARTICIPATION THIS YEAR WAS ARTIFICIALLY LIMITED AND ARE EAGER TO FACILITATE USG PARTICIPATION IN 1979. PRIMARY PROBLEM PREVENTING GREATER US PARTICIPATION IN 1978 EXHIBITION WAS AVAILABILITY OF COVERED SPACE AND INABILITY TO CONSTRUCT TEMPORARY BUILDING. AT NO COST TO USG, CHAIRMAN AGREED TO RESERVE ONE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 KHARTO 00655 01 OF 02 150855Z

THOUSAND SQUARE METERS OF COVERED SPACE FOR USG EXHIBITION UNTIL MARCH 31, 1978.

5. RENTAL COSTS AND OTHER FEES FOR NEXT YEAR PROBABLY WILL BE THE SAME AS THOSE SUBMITTED EARLIER TO DEPARTMENT FOR 1978 EXHIBITION (30 DOLLARS PER SQUARE METER INSIDE AND 15 DOLLARS OUTSIDE). PHYSICAL FACILITIES ON FAIRGROUND ARE IMPRESSIVE AND EFFICIENT. BECAUSE OF GREAGER THAN ANTICIPATED DEMAND FOR SPACE AT 1978 EXHIBITION, CONSTRUCTION IS MUCH FURTHER ADVANCE THAN PROJECTED. ALL FOUR COVERED EXHIBITION HALLS WERE UTILIZED IN 1978 EXHIBITION IN ADDITION TO NINE OUTSIDE DISPLAY AREAS. ORIGINAL PLANS CALLED FOR COMPLETION OF ONLY THREE EXHIBITION HALLS ANS USE OF SIX OUTSIDE DISPLAY AREAS.

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PAGE 01 KHARTO 00655 02 OF 02 150846Z  
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TO SECSTATE WASHDC 6553  
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UNCLAS SECTION 2 OF 2 KHARTOUM 0655

6. EMBASSY CONTACTS WITH EXHIBITORS DURING 1978 EXHIBITION  
GENERALLY INDICATED THAT THEY WERE VERY PLEASED BY RESULTS  
OF THEIR PARTICIPATION. SPECIAL HOURS WERE RESERVED FOR  
BUSINESS VISITORS SO THAT PARTICIPANTS DID NOT COMPLAIN  
ABOUT LARGE NUMBER OF NON-BUSINESS VISITORS (ABOUT 250,000).  
FAIR AUTHORITIES MADE MAJOR EFFORT TO ASSURE THAT FOREIGN  
EXHIBITORS WERE PROVIDED WITH SUFFICIENT FOREIGN EXCHANGE  
FOR TRANSFER OF PROCEEDS FROM SALE OF EXHIBITED ITEMS. ALSO,  
THERE ARE REPORTS OF SCATTERED SALES TO OTHER ARAB COUNTRIES  
FROM CERTAIN EXHIBITORS. INCREASED ARAB ATTENDANCE AT THIS  
EXHIBITION IS ANTICIPATED AS A RESULT BOTH OF GREATER ARAB  
INVESTMENT INTEREST IN SUDAN AND SUCCESS OF FIRST EXHIBITION.

7. PAO RECOMMENDS USIA CENTERPIECE FOR 1979 EXHIBITION. IF  
FEASIBLE, THEME OF CENTERPIECE COULD BE APPLICATIONS  
OF EARTH SATELLITE TECHNOLOGY TO AGRICULTURE AND ENVIRONMENT  
(I.E. DESERTIFICATION). SUCH AN EXHIBIT IDEALLY WOULD  
FEATURE MATERIAL ON SUDAN. WE IMAGINE THAT SUCH AN EXHIBITION  
WHICH TOUCHES UPON IMPORTANT THEMES OF US PROGRAMS  
WOULD WIDE COULD BE USED ELSEWHERE.

8. ACTION REQUESTED: PLEASE PROVIDE GUIDANCE BY MARCH 31  
ON US PARTICIPATION IN 1979 EXHIBITION.  
BERGUS

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## Message Attributes

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